



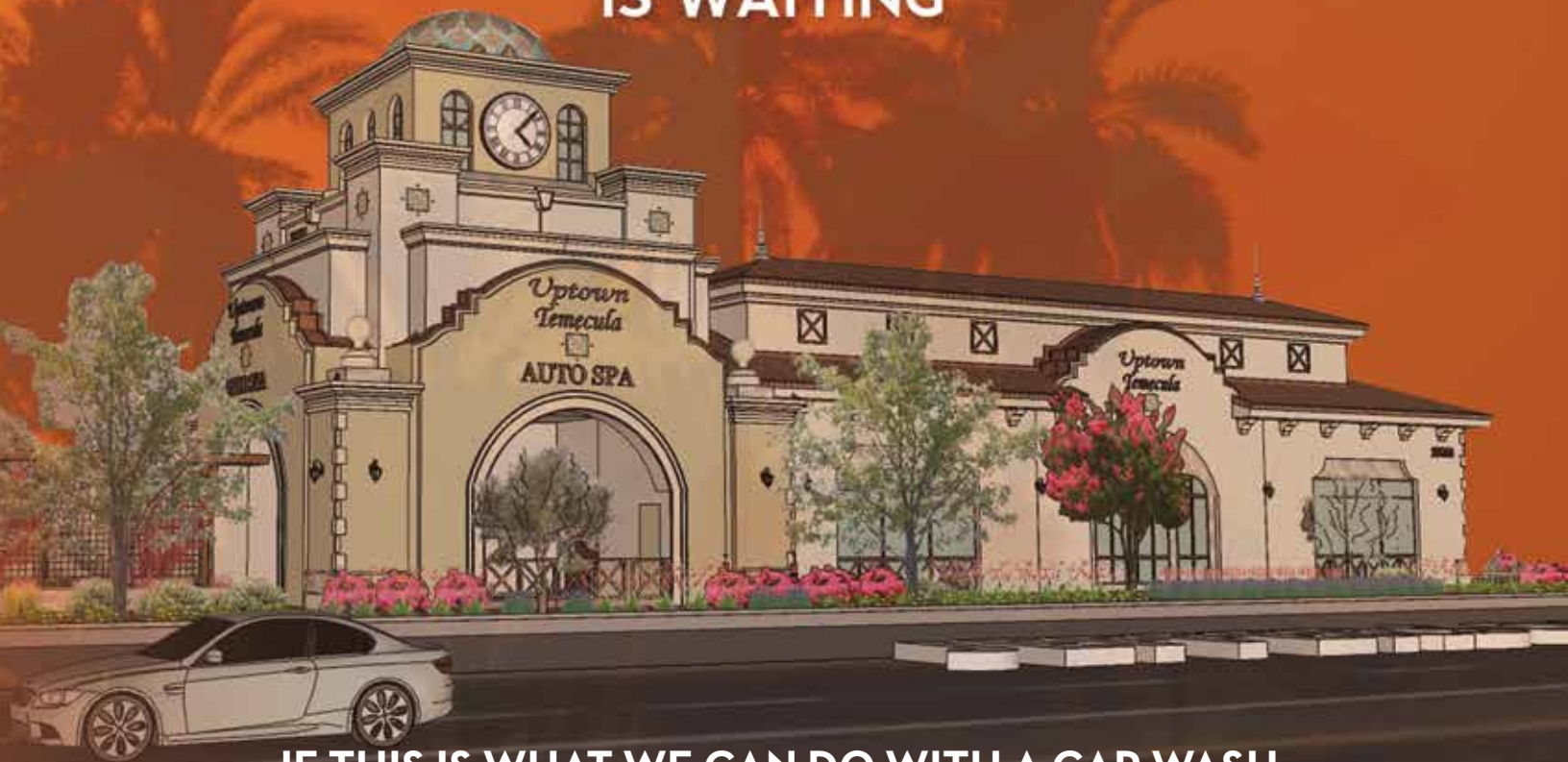
# Uptown Temecula



THE

★ ★ ★  
**FUTURE** ★ ★ ★

IS WAITING



**IF THIS IS WHAT WE CAN DO WITH A CAR WASH,  
IMAGINE WHAT WE CAN DO FOR YOUR BUSINESS**

CAR WASH APPROVED DECEMBER 2015

# Temecula: The Excellence Continues

The Uptown Temecula Specific Plan Area is poised and ready for redevelopment. Formerly known as the Jefferson Avenue Corridor, this commercial area was primarily developed in the 1970's and 1980's before the City's incorporation. After a series of community visioning workshops, the City Council adopted the Uptown Temecula Specific Plan, a form-based code that includes height and density incentives, an administrative approval process for entitlements, and adoption of a Programmatic EIR that will streamline environmental review for future projects consistent with the Plan. The project area is located just north of Old Town Temecula, the City's historic downtown, and encompasses approximately 560 acres north of Rancho California Road, west of Interstate 15, south of Cherry Street, and east of Diaz Road – with Jefferson Avenue being the primary corridor.

The future vision for Uptown Temecula is a vibrant, pedestrian friendly, urban area that allows for a mix of uses, ranging from eight-story full-service hotels to multi-level residential, mixed and commercial uses; depending on the zoning district. Street enhancements are planned as development occurs to achieve human-scaled walk ability neighborhoods that will balance the needs of pedestrians, bicycles, cars and public transit. The creation of smaller blocks will support the mobility for those that live, work and play in the Uptown Temecula area and help create a destination for those visiting the area. Additionally, Uptown Temecula's close proximity to Murrieta Creek, and its adjacent trails system, provides an added outdoor amenity.

## Incentives:

- ♦ Administrative approval of planning applications (eliminating need for public hearing)
- ♦ Approved Programmatic EIR (streamlined environmental process)
- ♦ Phased Compliance (adaptive reuse)
- ♦ Increased density and height of development potential
- ♦ Expanded list of approved uses
- ♦ Expedited approval structure



## 20 Minute Trade Area



**107,247**  
Workplace  
Population



**\$70,728**  
Median  
Income



**415,854**  
Population

TEMECULA VALLEY UNIFIED SCHOOL DISTRICT RANKS IN



**TOP 20%**  
test scores of CA



TOURISM  
GENERATES  
**\$651M**  
IN TRAVEL SPENDING

PER CAPITA SALES,  
RANKED

**TOP 15%**  
OF CALIFORNIA

## Market Demand By Land Use (10 years)



Office

LOW SF  
**478,000**  
HIGH SF  
**717,000**



Hotel

LOW ROOMS  
**132**  
HIGH ROOMS  
**293**



Retail/Restaurant

LOW SF  
**142,000**  
HIGH SF  
**324,000**

Total New Development: (low) 2,435,000 SF (high) 4,125,000SF

## Market Demand (20 years)

BUILDABLE ACRES <sup>1</sup>

**128**  
ACRES

COMMERCIAL SF <sup>2</sup>

**1.9**  
MILLION SF

RESIDENTIAL DU <sup>3</sup>

**3,726**  
DU

TOTAL DEVELOPMENT  
POTENTIAL

**5.5**  
MILLION SF

Footnotes: 1 "Nets-out" Murrieta Creek Open Space. Assumes 30% of the total gross acres to be dedicated to future streets and alleys. Assumes 50% of the remaining acreage will be dedicated to surface parking or a parking garage and is not counted in the total development potential. 2 Assumes a FAR of 1.0 for Retail and Restaurant uses and a FAR of 2.0 for office and Hotel uses for all districts, except Uptown Center where a FAR of 2.5 was assumed for office and Hotel use. 3 Assumes a residential Diversity of 45 du/acre in all districts.



### MURRIETA CREEK RECREATION & OPEN SPACE DISTRICT

Located on the western boarder of the Specific Plan area and includes the Flood Control detention basin

Active/passive open space and regional recreation amenity for the area

#### ANTICIPATED LAND USES:

- Trail & Trailheads
- Active/passive park facilities
- Sports courts & ball fields
- Picnic Areas

### UPTOWN ARTS DISTRICT

Vibrant and eclectic cultural arts district with convenient access to Murrieta Creek trail

#### ANTICIPATED LAND USES:

- Art galleries
- Artist lofts/work spaces
- Performance venues
- Residential

#### PROJECTS CAN BE:

- All residential
- All commercial
- Mixed-use
- Live/Work with work unit 1<sup>st</sup> floor

#### BUILDING HEIGHT

- 5 stories

### UPTOWN HOTEL & TOURISM CENTER DISTRICT

Primary visitor and tourist serving district

#### ANTICIPATED LAND USES:

- Hotels
- Convention & meeting space
- Restaurants
- Entertainment-oriented uses
- Residential

#### PROJECTS CAN BE:

- All commercial
- Mixed-use
- No ground floor residential uses

#### BUILDING HEIGHT

- 5 stories
- 8 stories (full service hotels)

### UPTOWN SPORTS/ TRANSIT DISTRICT

Mix of uses that compliment the future adjacent active/passive recreation area

#### ANTICIPATED LAND USES:

- Hotels and guest serving facilities
- Convention/retail uses
- Office
- Residential

#### PROJECTS CAN BE:

- All residential
- All commercial
- Mixed-use

#### BUILDING HEIGHT

- 6 stories

### UPTOWN CENTER DISTRICT

Urban core and employment hub of the specific plan area

#### ANTICIPATED LAND USES:

- Commercial / Retail
- Office
- Residential

#### PROJECTS CAN BE:

- All residential
- All commercial
- Mixed-use

#### BUILDING HEIGHT

- 8 stories

### CREEKSIDE VILLAGE DISTRICT

Walkable, urban residential neighborhood located immediately adjacent to Murrieta Creek and trail

#### ANTICIPATED LAND USES:

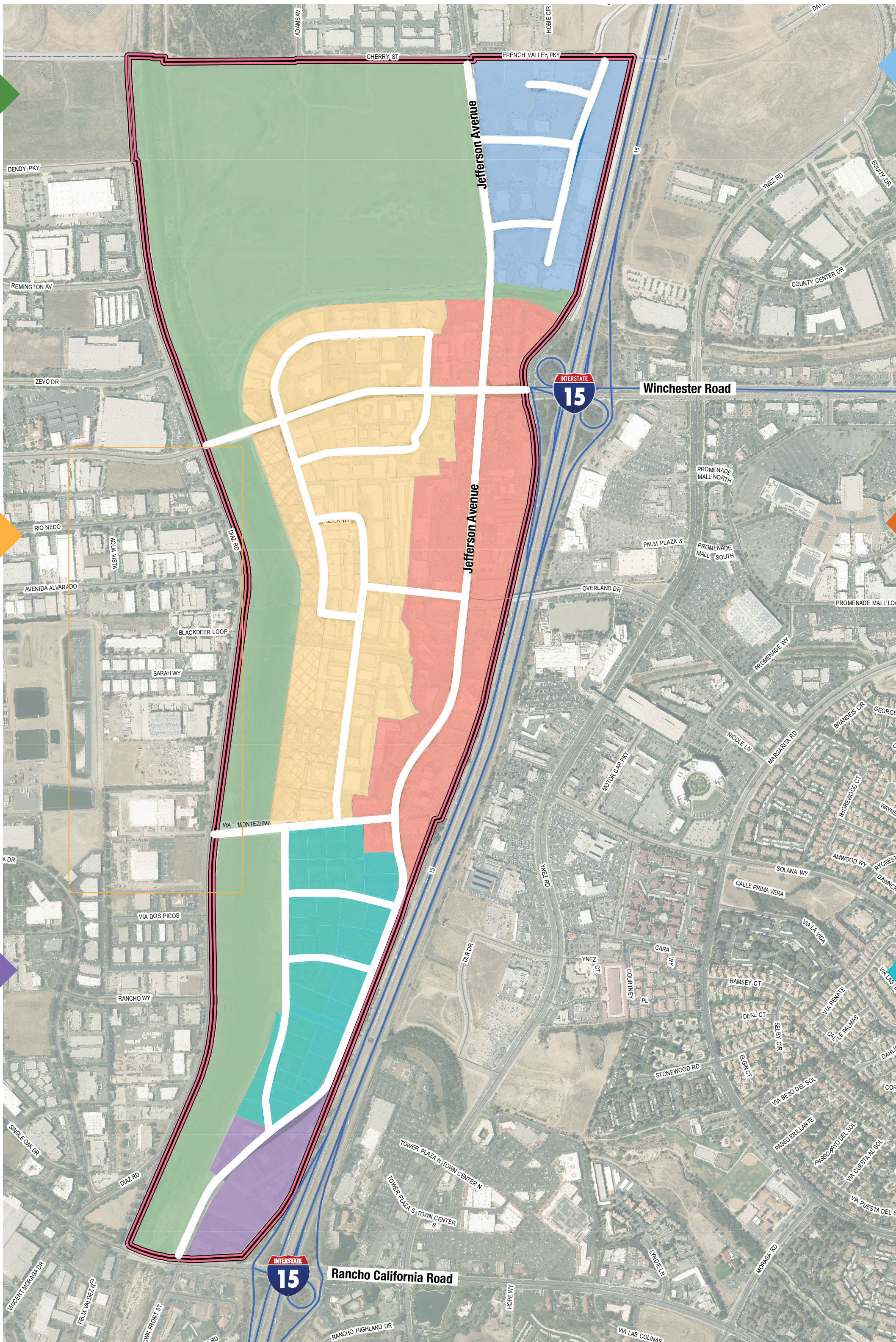
- Residential
- Neighborhood Serving
- commercial / Retail

#### PROJECTS CAN BE:

- All residential
- All commercial
- Mixed-use

#### BUILDING HEIGHT

- 5 stories



## Trip Generation and Street Enhancements

### I-15 Freeway (Winchester Rd. off-ramp)

108,000  
vehicles per day

39.4  
million vehicles per year

### Jefferson Avenue Corridor (vehicles per day)

23,320  
South of Winchester

20,250  
South of Overland

18,300  
South of Via Montezuma



# STRATEGIC LOCATION

Temecula, known as Southern California Wine Country, has award winning schools, higher education opportunities, a vast array of parks and trails, diverse shopping/dinning options and beautiful residential communities. Temecula remains a premier city within Southwest Riverside County with all the amenities of city life while still committed to the small town atmosphere that its residents value so highly.

Temecula is centrally located between Los Angeles, Orange County and San Diego. Is is adjacent to the northern boundary of San Diego County and the eastern boundary of Orange County, and is just 25 miles from the Pacific Ocean.

- 60 miles from downtown San Diego
- 85 miles southeast of Los Angeles
- 40 miles south of Riverside/Inland Empire

We welcome new business to our community and are ready to assist throughout the development process and beyond.



## CITY OF TEMECULA

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